



VERBAL JUDO

Tactical Communications For The Contact Professional

Monday, July 22, 2019

Ramada Inn & Conference Center – Saco, ME



Presented By
Maine Municipal Association

In cooperation with:



MTCMA
Maine Town, City and County
Management Association
A State Affiliate of ICMA



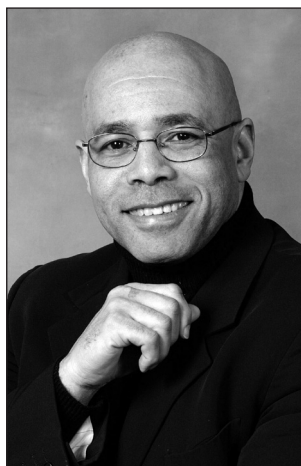
www.memun.org

2019 Verbal Judo

PRESENTER:

Joel Francis

National Director/
Instructor Trainer, US,
the Verbal Judo Institute, Inc.



Joel possesses extensive experience in adult training and education. During his 20 year career with the NYPD, he trained officers in Tactical Communications, Interacting Effectively with the Ridership/Public, Defensive Tactics, and Firearms Safety and Proficiency. Having been trained to teach Verbal Judo by Dr. George Thompson, he served as the Commanding Officer for NYPD's Verbal Judo Training Unit, where he taught the powerful Art of Persuasion. He was also the lead lecturer for the implementation of the NYPD's Courtesy, Professionalism, and Respect Program in 1996.

Joel served for 2 years as the Chief of Education and Training for the Baltimore Police Department (2003-2004) where he successfully instituted a "Uniformed Sensitivity in Action" (USA) program, which incorporated civilians into the annual in-service training process by generating dialogue on such sensitive issues as racial profiling, police profiling, and how negative interactions with law enforcement affect

children. As an adjunct Professor at John Jay College, he taught "Police Supervision in a Multiracial and Multicultural City;" and also taught Speech at Monroe College. Additionally, he has attained an in depth understanding of Campus Public Safety while an Assistant Director for both the Columbia University and Monroe College Departments of Public Safety. He has trained both business and educational professionals in Customer Service.

Joel is a National Associate for the Verbal Judo Institute. He holds a Master's of Science in Management, with an emphasis in Leadership, and presently conducts seminars for law enforcement, security, educational institutions, customer service representatives, government agencies, hospitals, and private corporations throughout the United States. As an avid student of the martial arts since 1974, he brings the martial arts philosophy and energy into every classroom to present powerfully informative programs.

Date & Location:

Saco

Monday, July 22, 2019

Ramada Inn & Conference Center
352 North Street
Saco, ME 04072

QUESTIONS/CANCELLATIONS:

Cancellation notification must be given in writing at least 3 business days before the session. Any cancellation received within that 3-day window will be charged the full registration fee. All cancellations are subject to a \$10 administrative fee for processing. Please go to <http://www.memun.org/TrainingResources/WorkshopsTraining/Cancellations.aspx> to cancel. If you have any questions please contact the Educational Services Office at (800) 452-8786 or (207) 623-8428.

All no shows will be charged full registration fee.

STORM POLICY: If there is inclement weather, a decision to postpone will be made by 5:00 pm the day prior to the workshop. MMA encourages attendees to check the MMA website or call the training hotline at (207) 624-0117 before departing for any MMA events to ensure that the event schedule has not changed.

ADA MESSAGE: In order to ensure your complete participation, we would appreciate your informing us in advance of any special requirements you may have due to a disability.

Who Should Attend:

If you work with the public and you ever find yourself in conflict situations – this is the class you should attend! This workshop will focus on conflict resolution techniques and how to handle conflict situations with expertise when they arise. This workshop is open to all municipal officials and employees.

Course Information:

We are pleased to offer Verbal Judo as another course in our Customer Service Series. Verbal Judo, or Tactical Communication, enables staff to focus on the behavior of others while maintaining their own and others' safety and then use **Appropriate Presence and Words** to achieve a professional purpose. Verbal Judo, like Judo itself, uses the energy of others to master situations. It contains a set of communication principles and tactics that enable the user to generate cooperation and gain voluntary compliance from others under stressful conditions. These tactics are especially useful when dealing with hostile, angry, upset, frustrated or disgruntled people. Verbal Judo teaches a philosophy of how to look creatively at conflict while offering specific, powerful, and usable strategies to resolve tense situations. Attendees will learn to respond to situations rather than react to personal feelings. Additionally, participants will come to understand how to deal with difficult people and how to use conflict management tactics to defuse confrontational encounters.

The course has precisely defined training goals that address concerns important to both the organization and its individual employees. They are:

- Personal Safety
- Enhanced Professionalism
- Reduced Vicarious Liability
- Decreased Complaints
- Reduced Stress on the Job and at Home

Registration/Confirmation/Directions:

Confirmation of class registration will be sent out one week prior to the start of the event. If an email has been provided, the confirmation will be sent electronically. If no email is on file, the confirmation will be mailed to the billing address provided on the registration form. Directions to the facility can be found on the MMA website at the following address: <http://www.memun.org/TrainingResources/WorkshopsTraining/DirectionsToEvents.aspx>

2019 Verbal Judo – Course Outline



VERBAL JUDO is the only tactical communication course in America. The principles and tactics taught enable graduates to use “Presence and Words” to calm difficult people who may be under severe emotional or other influences, redirect the behavior of hostile people, defuse potentially dangerous situations, perform professionally under all conditions and achieve the desired outcome of the encounter.

***NOTE: This course uses real and/or realistic examples of extreme customer situations and may contain profanity. Participant discretion is advised.**

TIMES

Registration: 8:00 am – 8:30 am

Workshop: 8:30 am – 4:30 pm

Workshop fee includes reserved seat, workshop materials and light lunch.

AM SESSION

- 8:30 am **Introduction**
- The Five Goals Of The Course
- 9:00 am **Module One**
- The Goal Of The Professional
 - The Force Options Used To Achieve This Goal
 - The Habit Of Mind Necessary To Achieve This Goal
 - The Art Of Representation
- 11:30 am **Lunch**

PM SESSION

- 12:30 pm **Module Two**
- Communication: From The Receiver’s Point Of View
- 1:30 pm **Module Three**
- Verbal Judo Illustrated: “The Five-Step Hard Style Of Persuasion”
- 2:30 pm **Module Four**
- How To Recognize When Words Fail and Be Prepared To Move To Action: S.A.F.E.R.
- 3:30 pm **Module Five**
- The “Tactical Eight-Step” Person Meet & Greet

REGISTRATION FORM – Verbal Judo – Augusta

FEE: MMA Member Municipality/Patron/Co-Sponsor Affiliate Member \$110.00 Non-Member Municipality: \$205.00

Please make check payable to: Maine Municipal Association (Fee includes workshop materials and light lunch)

WEB: You can register online on MMA’s website: www.memun.org; or complete the form below and send via:

EMAIL: wsreg@memun.org **FAX:** (207) 624-0128

MAIL: Maine Municipal Association, ATTN: Educational Services, 60 Community Drive, Augusta, ME 04330.

Please register the following person(s) from (employer):

Billing Address:

Location: Saco - Monday, July 22, 2019

Registrant Information:

Full Name: _____

Title: _____ Tel: _____

Email: _____

Fee: \$110.00 (member) \$205.00 (non-member)

Full Name: _____

Title: _____ Tel: _____

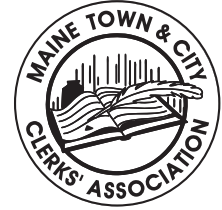
Email: _____

Fee: \$110.00 (member) \$205.00 (non-member)

Please duplicate this form if registering more than two people.

Visit www.memun.org for updates & to register online.

CO-SPONSORS



MTCMA
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CERTIFICATION

This course is valid for the following certification programs:

- Maine Town & City Clerks' Association – 5 optional points for MTCCA Certification Program
- Maine Fire Chiefs' Association – 1 point for MFCA Certification Program
- Maine Town, City and County Management Association – 6 credit hours in each of the following categories: Leadership, Human Resources, Legal
- Maine Association of Assessing Officers – 7 credit hours for recertification credits for CMAs & CATs through Maine Revenue Services
- Maine Municipal Tax Collectors' and Treasurers' Association – 5 optional points for MMTCTA Certification Program
- State of Maine Animal Welfare Program – 8 hours of continuing education credits for Animal Control Officers.

About MMA:



Maine Municipal Association
60 Community Drive, Augusta, ME 04330

*MMA is located off I-95, Exit 112A Northbound, Exit 112 Southbound, behind the
Augusta Civic Center*

1-800-452-8786 • Local Area 207-623-8428 • www.memun.org

The Maine Municipal Association (MMA) is a voluntary membership organization offering an array of professional services to municipalities and other local governmental entities in Maine. MMA is a non-profit, non-partisan organization governed by an Executive Committee elected from its member municipalities. Founded in 1936, MMA is one of 49 state municipal leagues that, together with the National League of Cities, are recognized at all governmental levels for providing valuable services and advocating for collective municipal interests.

The Maine Municipal Association has a core belief that local government is a fundamental component of a democratic system of government. MMA is dedicated to assisting local governments, and the people who serve in local government, in meeting the needs of their citizens and serving as responsible partners in the intergovernmental system.

MMA's services include advocacy, education and information, professional legal and personnel advisory services, and group insurance self-funded programs.

DIETARY REQUIREMENTS

We do our best to plan meals according to general dietary guidelines. If you have a specific dietary restriction, please call our office at least 5 business days prior to the start of the event. Please note that we are not able to accommodate onsite requests, as catering planning happens in advance of the event.